

AMENDMENTS TO THE CLAIMS

Please amend claims 1, 8, 13, 16, 22, and 23 as shown below. This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (Currently Amended) A method for managing purchasing incentives offered to consumers through their existing memberships in loyalty programs of offering companies and organizations, the method comprising:

receiving from a plurality of consumers information regarding ~~the each~~ consumer's existing memberships in one or more loyalty programs, wherein each consumer previously enrolled in the one or more loyalty programs prior to the information for that respective consumer being received and each consumer's previous enrollment is distinct from receiving the membership information for that respective consumer, the membership information comprising the name of the offering company or organization for each loyalty program in which the consumer has a membership and identification information sufficient to identify each existing membership;

storing the received membership information in a searchable database;

~~thereafter~~ receiving a query from one of the consumers comprising a request to identify purchasing incentives for a specific product or service available through the one or more loyalty programs in which the consumer has a membership;

verifying that the consumer's existing membership in the one or more loyalty programs is valid by comparing the identification information received from the consumer to enrollment information received from the one or more loyalty programs;

processing the query to determine if any purchasing incentives are available for the specific product or service; and

~~if any purchasing incentives are available, thereafter~~ transmitting to the consumer information identifying purchasing incentives available through the one or more loyalty programs in which the consumer is a member for the specific product or service.

2. (Previously Presented) The method of claim 1, wherein processing the query comprises receiving information on purchasing incentives available to members of loyalty programs from a plurality of offering companies and organizations, storing the received purchasing incentives information in a searchable database, searching the received purchasing

incentives information in response to the query for purchasing incentives for the specific product or service available through the one or more loyalty programs in which the consumer is a member and identifying available purchasing incentives for the specific product or service.

3. (Cancelled)

4. (Cancelled)

5. (Previously Presented) The method of claim 1, wherein processing the query comprises, in response to the query, searching the searchable database to identify offering companies and organizations of loyalty programs in which the consumer has a membership and thereafter transmitting the query to the offering companies and organizations identified in the search.

6. (Previously Presented) The method of claim 5, wherein processing the query further comprises receiving from the queried offering companies and organizations information identifying purchasing incentives for the specific product or service that are available through the loyalty programs of the offering companies or organizations.

7. (Previously Presented) The method of claim 1, further comprising:
storing the query in the searchable database.

8. (Currently Amended) The method of claim 7, further comprising:
storing information relating to available purchasing incentives in response to the query to
from the consumer in the searchable database.

9. (Original) The method of claim 1, further comprising:
receiving marketing information from the consumer.

10. (Original) The method of claim 9, further comprising:
storing received marketing information in a searchable database.

11. (Previously Presented) The method of claim 10, further comprising:
transmitting at least some of the received marketing information to at least some of the
offering companies and organizations.

12. (Previously Presented) The method of claim 11, wherein at least some of the
received marketing information is transmitted anonymously to at least some of the offering
companies and organizations.

13. (Currently Amended) The method of claim 1, further comprising offering compensation to the querying consumer if ~~no purchasing incentives are available in response to the query.~~

14. (Original) The method of claim 1, wherein a fee is received from the offering companies and organizations.

15. (Previously Presented) The method of claim 1, further comprising providing the querying consumer information relating to the product or service that is the subject of the query.

16. (Currently Amended) A system for identifying purchasing incentive queries for purchasing incentives available to consumers through their membership in loyalty programs, the system comprising:

at least one interface unit configured to receive information from a consumer relating to the consumer's existing memberships in one or more offering company's or organization's loyalty programs and a query from the consumer requesting available purchasing incentives for a specific product or service, wherein the consumer previously enrolled in the one or more loyalty programs prior to the information being received and the consumer's previous enrollment is distinct from receiving the membership information, the membership information comprising the name of the offering company or organization for each loyalty program in which the consumer has a membership and identification information sufficient to identify each existing membership;

an interactive database operatively connected to the interface unit configured to store at least some loyalty program membership information received from the consumer; and

at least one data processor operatively connected to at least one interface unit configured to verify that the consumer's existing membership in the one or more loyalty programs is valid by comparing the identification information received from the consumer to enrollment information received from the one or more loyalty programs and process the query to determine if any purchasing incentives are available for the specific product or service;

wherein at least one interface unit is further configured to communicate to the consumer the availability of any purchasing incentives for the specific product or service that are offered through at least one of the consumer's membership in the at least one loyalty program.

17. (Previously Presented) The system of claim 16, wherein at least one interface unit is configured to receive information from a plurality of offering companies and organizations on purchasing incentives available to members of loyalty programs, and at least one data processor

is configured to process the query by storing the received purchasing incentives information in a searchable database, searching the received purchasing incentives information in response to the query for purchasing incentives for the specific product or service available through the one or more loyalty programs in which the consumer is a member and identifying available purchasing incentives for the specific product or service.

18. (Previously Presented) The system of claim 16, wherein at least one data processor is configured to process the query by searching the searchable database to identify offering companies and organizations of loyalty programs in which the consumer has a membership, and at least one interface unit is configured to transmit the query to the offering companies and organizations identified in the search and thereafter receive a response from the the offering companies or organizations identifying purchasing incentives for the specific product or service that are available through the loyalty programs of the offering companies or organizations.

19. (Cancelled)

20. (Cancelled)

21. (Original) The system of claim 16, wherein at least one data processor is configured to compensate the consumer with an offer of promotion compensation upon the satisfaction of at least one condition.

22. (Currently Amended) A method for determining if purchasing incentives are available to a consumer through the consumer's membership in at least one loyalty program of at least one offering company or organization, the method comprising:

receiving a purchasing incentive query from a consumer;

verifying that the consumer's existing membership in at least one loyalty program of at least one offering company or organization is valid by comparing identification information received from the consumer to enrollment information received from the one or more loyalty programs;

processing the purchasing incentive query to determine if at least one purchasing incentive is available through the consumer's existing membership in ~~the~~ at least one loyalty program ~~of at least one offering company or organization~~ in response to the query; and

communicating information relating to the availability of a purchasing incentive in response to the query.

23. (Currently Amended) A method for determining if purchasing incentives are available to a consumer through the consumer's membership in at least one loyalty program of at least one offering company or organization, the method comprising:

receiving information from at least one consumer relating to at least one existing membership in at least one loyalty program of an offering company or organization, wherein the consumer previously enrolled in the at least one loyalty program prior to the information being received and the consumer's previous enrollment is distinct from receiving the membership information, the membership information comprising the name of the offering company or organization for the at least one loyalty program in which the consumer has a membership and identification information sufficient to identify the consumer's existing membership;

receiving information from at least one offering company or organization relating to the at least one loyalty program offered to certain consumers;

receiving a purchasing incentive query from a consumer;

authenticating that the consumer is a member in the at least one loyalty program verifying that the consumer's existing membership in the at least one loyalty program is valid by comparing the identification information received from the consumer to enrollment information received from the one or more loyalty programs; and

communicating information relating to the availability of all purchasing incentives for the at least one loyalty program in which the consumer is authenticated.

24. (New) The method of claim 1, further comprising:

receiving information from a plurality of offering companies and organizations on purchasing incentives available to members of loyalty programs; and

updating a searchable database with the received purchasing incentives information.

25. (New) The method of claim 1, further comprising providing to the querying consumer a link to a web site comprising information relating to the product or service that is the subject of the query.

26. (New) The method of claim 10, further comprising selling at least some of the received marketing information to an entity other than the offering companies and organizations.

27. (New) The system of claim 16, wherein the at least one interface unit is further configured to receive information from a plurality of offering companies and organizations on purchasing incentives available to members of loyalty programs and the at least one data

processor is further configured to update a searchable database with the received purchasing incentives information.